Australian Avocados
Food Service Program
2009 - 2012
Background, audience and tactics

• Research shows consumers love avocados but uptake and repertoire in food service is low (mostly café-style)

• The Australian Avocados food service program launched in 2009 to educate chefs about the culinary appeal and versatility of avocados

• Due to diverse nature of food service, the industry was divided into specific sectors

• A series of ‘masterclasses’ were developed for each sector – events attended by chefs that showcase avocado dishes and communicate practical information about avocado usage

• 25 masterclasses to date
Clubs

What are they?

Established for servicemen returning from war

- Originally 100% profit = gambling
- Now on average 25-30% = food and beverage
Luxury hotels

- Fine dining
- Banquet
- Staff meals
- Room service
- Café

Cookery students

- Influencing perceptions of avocados and skills of chefs in training
- TAFE Institutions and other learning colleges
- Supported by government-approved learning material

Futura Training

Australian Avocados
Commercial Caterers

Service a variety of audiences
• Schools and university canteens
• Aged care and hospitals
• Corporate catering
• Stadia

Massive volume potential
• 180,000 customers per day
• 120,000 kilograms of fruit and vegetables each month

Aligns with secondary health and freshness messages

Cafés

• Research shows volume intake is high, but application low

Showcase new applications of avocados to café operators

More opportunities to use existing product on menu

Further drive volume sales
Restaurants

- Top restaurant chefs = (industry menu influencers)

Annual ‘touring’ masterclass showcasing avocados at their best and most creative

Host chefs influence their peers and change industry perception of avocados

Increased uptake of avocados

Regional

- Tactic to expand program beyond capital cities

- Relatively dense population areas (ROI)

- Cross-section of food service sectors
Trade media exposure

Masterclass

Recipe development

Trade media exposure

Host chefs

Influence

peers

Australian Avocados
Creative
Digital and social media

7 chef training videos available to watch on YouTube and Australian Avocados website
Importance to avocado industry

Australian Avocados chef training program

Food service industry

Increased repertoire – Increased volume usage

Consumers
Outcomes

YEAR 1 OF PROGRAM

Have you increased avocado volume usage or featured a new avocado dish?

73% YES

YEAR 2 OF PROGRAM

Has your avocado usage increased?

82% YES

Have you featured a new avocado dish?

76% YES
Challenges

Encouraging attendance and making avocados ‘trendy’:
- Choosing presenters, venues and chef hosts
- Voice, method and timing of engagement with specific audiences and with food service industry overall
- Revolving door of industry
- Working closely with chefs through menu trials to best showcase product
- Gift bag incentive – signature knives
Future of the program